The Maryland Fruit Grower

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PURCHASE OF FRESH FRUITS AND VEGETABLES UNDER THE NATIONAL PROGRAM OF RE-ARMAMENT

John A. Martin, Special Adviser to the Director of the Division of Purchases, Office of Production Management.

In recent years, fresh fruits and vegetables have become increasingly important parts of the American diet. Well knowing the health-giving qualities of fresh produce, scientists and doctors have encouraged this trend. The Army is convinced that produce should also be emphasized in the diet of the troops that must be trained under the Draft Law.

The National Defense Advisory Commission has assigned me to help the Army in setting up a system for food procurement and in finding experienced personnel to administer the system. The Army will continue to do the actual buying through the help of this new organization, which will be a part of the Quartermaster Corps.

Bluntly this means that we must be prepared to feed one and a half million men by June 1941. Translated into dollars: we must spent at the rate of $235,000,000 a year for food in such a way that the men who eat it will be well fed and get their money's worth. About $35,000,000 of these expenditures will be used to buy fresh fruits and vegetables. Thus the Army must buy almost $100,000 worth of fresh fruits and vegetables a day, and this produce must be kept moving so that no single soldier will lack his daily vitamins and roughage, and so that this vast army will not be penalized by overcharges, spoilage inferior quality or waste.

The problem of giving three good meals a day to a million and a half men means that we must set up a system through which these men will get fresh fruits and vegetables as quickly and efficiently as possible from every available source of supply. And it means that the Army will become one of the very largest buyers of produce in the country.

Perhaps the size of the problem we are faced with will be evident to you if you visualize thirty or more cities of the average size of Kalamazoo Michigan, strung all over the country. This will be a pretty good picture of the draft training program when it reaches full swing next summer. You will recognize that provisioning this group of camps will be a lot more difficult than feeding a single city of a million and a half people, such as Detroit.

At present no system or organization exists to take adequate care of this job. If the food distribution system of Detroit were wiped out over night, it would take a long time to reconstruct it — our problem is a great deal harder. Those of us who have had to establish food distribution for groups of five or ten thousand flood victims know just how difficult it is to keep food flowing toward even so small a number of people under a new and hastily established system. We know just how much a thousand people can eat in a day and we know the complete confusion that attends the sudden demand of collective hunger without any regularly established means of supply.

At the present time the Army has no nationally coordinated food purchasing organization to adequately handle the distribution of fresh fruits and vegetables in such large quantities. Fortunately, the Army fully realizes the magnitude of the task and we civilian advisers have had experience in buying and distributing food in amounts like those which must be moved under this program. Thus the program is not entirely new nor is experienced personnel lacking.

The necessity exists right now and time will not wait. Therefore, we cannot question our task, we can only tackle it. Naturally we have designed this program primarily in the interests of Army efficiency. However, we must also consider the interests of the consumers, for the new soldiers, a million and a half of them, will be taken out of the ranks of civilian consumers and concentrated in new consumption centers. Although we foresee no shortage whatsoever in available food supplies, we do know that unless purchasing and distribution is efficiently handled, civilian consumers will suffer. This will be particularly true in areas where the new camps will be located.

In developing the program, the interests of the producers also were kept prominently in mind. An economical and efficient method of purchasing and distribution increases the amount of produce in the Army diet and returns a large share of the food-ration-dollar to the producer. The draft army will be in service for at least a year. Thus, Army buying in large quantities will be an important factor in the produce industry for some time to come. In this buying the Army will naturally be mindful of the interests of the produce interests of the produce marketing trade.

To take care of present Army requirements for fresh fruits and vegetables, the Quartermasters in the various Army posts have customarily purchased their requirements, advertising for bids on indefinite quantities for thirty day periods. While this system has worked fairly well, many costly defects have already appeared. The extended period of delivery has made it necessary for suppliers to speculate on market fluctuations. Consequently, many major producers have refused to bid for Army needs. Because of this purchasing condition, in a few cases that I have investigated recently, the Army has been required to pay from ten to one hundred per cent above the prevailing market prices.

Under the present procedure, the producer and shipper have often obtained an inadequate share of the final sale price of the merchandise. Again, as a result of the present system of uncoordinated purchases, several Army units have competed with each other in their purchases in a single jobbing market, forcing prices to excessive levels, without corresponding benefit to the producer. In these instances, consumers and the cities affected have rightfully complained to their Congressmen and the Consumer Division of the Defense Commission.

The present Army consists of about 600,000 men, scattered in small posts throughout the country. The Army is a negligible factor in the commercial system of marketing fresh fruits and vegetables to the entire population. The encampment of the draft army will mean a greater and swifter migration of population than occurred in the flight from the dust-bowl in the drouths of recent years, with more resulting effects on the national food distribution system.

It is evident that the tremendous increase in Army forces will intensify the costly faults I mentioned above. These effects will be particularly severe

in areas where no established market for produce now exists, as in the case where most of the new cantonments will be located.

In order to minimize these difficulties we have planned the organization and procedure that I am now going to tell you about:

Within the Quartermaster Corps there will be set up a special division for the purchase of fresh fruits and vegetables. The personnel for this division will be selected not from military qualifications, but from the standpoint of individual experience and demonstrated ability in buying and handling fresh fruits and vegetables.

A central office will be established at some convenient point, possibly Chicago, from which the operation of about thirty individual offices will be coordinated. These individual offices will be located in principal markets. The personnel of each office will consist of one Commissioned Officer of the Quartermaster Corps who will be assisted and advised by an experienced civilian produce buyer carrying the title of "Produce Market Specialist." Since the location of all of these individual buying offices is now only tentative, I suggest that you watch the Official Bulletin of the Defense Commission or the trade papers for announcements which will be made as the offices are opened.

In addition, the Post Quartermaster at each Army post will be an important member of the produce organization. He will transmit the requirements of his post, as far in advance as possible, to the nearest individual buying office. He will, also when home-grown produce is available at his post, make direct

purchases. These direct purchases, however, will be made only from farmers or cooperatives and will be restricted to produce grown near the camp. You will notice that in setting up this organization we have attempted to take advantage of local purchasing and of coordinated national purchasing as well. When local produce of the quality required in Army specifications is available at equally satisfactory prices, it will be given preference.

When large quantities can be bought in single orders, we plan to purchase in carload lots. Less than carload quantities will be bought from local auctions and dealers. All commodities will be purchased according to Government specifications, although these specifications will be made sufficiently flexible to permit buyers to obtain the best possible value for each dollar spent.

Instead of requesting bids for indefinite quantities on a thirty day basis, the Army plans to buy from day to day, from week to week, or monthly, as the necessity arises. The established system of purchasing on public bidding cannot be abandoned because any other system would result in injustice to individual suppliers. After offerings are received, awards will be made to those suppliers who offer satisfactory quality and qualifications, and who make the lowest bid. All prices will be on a "delivered" basis. Incidentally, the Army uses the term "F. O. B. Destination" to describe "delivered" terms of sale.

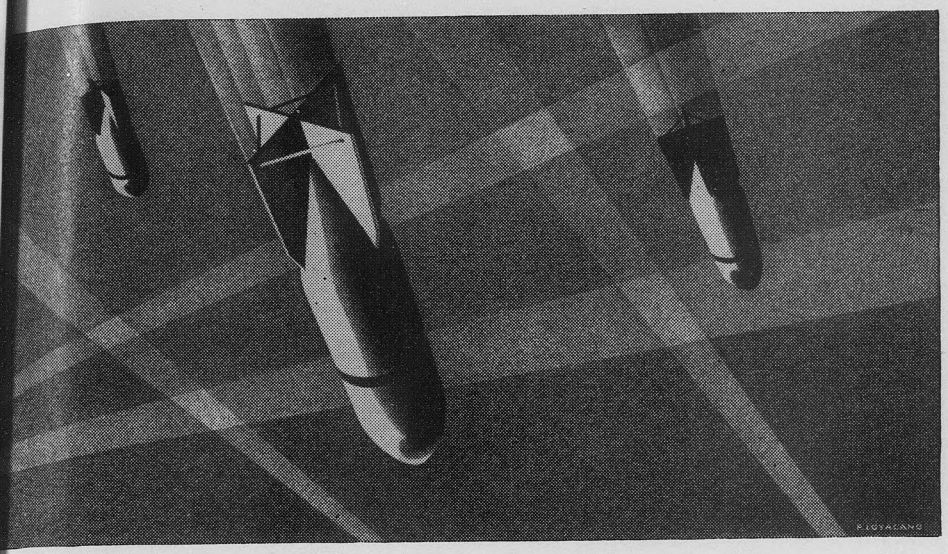
Carload lots will be inspected and accepted at destination. When L. C. L. lots are bought in local markets, for the smaller camps, inspection and acceptance will be made at point of purchase whenever possible, in order to elinimate the danger of delayed rejection which might prove costly to vendors. In the larger camps, where an inspection force is maintained, L. C. L. shipments will be inspected and accepted at destination as in the case of carload lots.

We expect that the organization and procedure I have outlined to you will minimize many of the difficulties that have shown up in the past, as well as those which will arise when the size of the Army increases. Duplication of buying and competition between buyers should no longer exist. In addition when this system is operating, a free flow of merchandise from established sources of supply to the various cantonments will be assured, regardless of local or temporary market difficulties (such as droughts and surpluses), and despite the inevitable burden of the increased Army personnel.

You should all remember that the Army is restricted to a ration allowance of about 43c a day for each enlisted man. Consequently, the quantity of food consumed depends a great deal upon the efficiency of purchasing and distribution. Thus, if we can place fresh fruits and vegetables in each Army post at a reasonable cost, the proportion of the ration allowance allocated to produce will be increased, with corresponding benefit to the producers and to the soldiers as well. I cannot emphasize the factor too strongly. It will be apparent, therefore, that efficiency in Army purchasing is a direct contributor to the welfare of the producer.

Wherever it can be done, the Army plans to pay a great deal of attention to surplus situations. It is apparent that this serves the interest of the Army and the producer at the same time. When surplus conditions arise, with consequent demoralization of prices the Army will try to vary the ration to provide additional consumption of the surplus commodities and thereby to relieve the glutted market condition.

Likewise it is planned to make specifications flexible to take care of



AIR RAID WARNING!

IF YOU KNEW that enemy bombers were coming over to destroy crops in your neighborhood, you would probably be quick to seek protection for your farm. Yet, each year hail storms destroy more American crops than enemy bombers ever will. With no more warning than a black cloud in the sky, ice bullets machine gun your year's work leaving destruction in their wake.

It is easy to protect your farm against loss of income from hail damage to crops. The moderate cost of a Hail Insurance policy pays big dividends when hail strikes. You reap reward from disaster. And you can watch those black clouds this summer with peace of mind.

Your warning against hail is the fact that no section of the country is immune. Hail will come sooner or later. If you can't remember your last hail storm, you will never forget the next one. Average U. S. figures show that *the hail hazard is three times greater than the fire hazard!*

Your local agent of one of the insurance companies listed below can guarantee your income against loss from hail damage to fruit and other crops you grow. See him today! Or, place a checkmark beside one of the companies, insert your name and address and mail the coupon for free information on Hail Insurance—*your only protection against hail!*

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M-2

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G. L. BOOKER, Supt.
HAIL DEPARTMENT
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varying market conditions. For instance, if an over-supply of small size oranges exists in Florida, specifications will be relaxed to use more of this type of fruit.

It is expected that the purchase of larger quantities and a wider variety of commodities under this system will result in the Army getting four or five million dollars better value for its food outlay. In addition, and as I have mentioned before, we expect that the position of the producer will be improved and that certain chronic market ailments will be minimized. Finally, we expect that this system will give every grower and dealer who is prepared to sell to the Army, a chance to participate in the produce provisioning of Army posts.

This plan is no mere theory or pipedream. It has been developed from experience in moving large quantities of commercial produce from grower to consumer. Although at first it is planned to buy only fresh fruits and vegetables under this system, we expect, later on, that poultry, eggs, butter, meat and other perishables will be bought in these same offices. We also are confident that this plan, tested as it is by experience, and organized will all the care that the Army can give, will serve as a model for states and other governmental agencies in their purchasing of perishable foodstuffs.

The plans I have outlined to you have the full approval and support of the Quartermaster General and will be established as quickly as possible. Although they have been tested commercially, their application to Army practices is still only on paper, and minor alterations and adjustments will have to be made.

However, I want to emphasize at the present time, that this is the procedure that will be followed and I suggest that you familiarize yourself with it and prepare to take advantage of it.

I come now to the most important part of this article: your participation in the plan. Any Army can set up an organization and establish a staff without a great deal of trouble. But without your cooperation, we'll have only an empty shell and we can't accomplish a thing.

During the month I have spent in Washington, I have met two kinds of business men who came down to deal with the Government. One kind selfishly tries to get every possible dollar out of his Army business. The other kind recognizes that we are in one of the greatest emergencies we have ever faced. These latter men are sacrificing time, energy and even money, for the sake of the national welfare. They recognize that the national welfare is the dwelling house of their own individual security. Unless we find fewer of the first kind, and more of the latter kind, we can never make a success of the job we have to do.

The President has recognized that this is no time to think first of "business as usual" and second of serving the country. The flesh and blood of our preparedness are the boys who are gallantly responding to the draft call by leaving their homes for at least a year of tough work and preparation in Army camps; and no one knows what may lie beyond. We must see that they are well fed, so that they can become good soldiers and return to their homes better men when the crisis is over and their military jobs are done.

Your part in this duty is vital. First of all, you should become familiar with this new method we are setting up for the buying of Army produce; then you should adjust your operations as much as you can, so that you'll be in a position to supply Army needs as economically and efficiently as possible. You should furnish your quotations daily to each of the new Army Buying

GENICIDE

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MAINTAINS HIGH INSECT CONTROL EFFICIENCY—

New Low Dosage Requirements Reduce Cost in the Spray Tank!

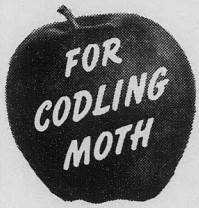
SYNTHETIC ORGANIC INSECTICIDE DEVELOPED BY GENERAL CHEMICAL COMPANY STANDS OUT AS IMPORTANT RESEARCH ACHIEVEMENT

Reduces Codling Moth Stings and Entries to a New Minimum Under Most Severe Conditions.

Gives Control Never Before Equalled for Oriental Fruit Moth.

FOR the past several years General Chemical Company's new type insecticide, known as Genicide, has been giving noteworthy high performance in codling moth control, especially in the Pacific Northwest, where this insect is hardest to control. There, spray schedules calling for Genicide, beginning in the third cover spray, produced an average of about 15% more clean fruit than the best practical full lead arsenate schedules, applied under the same conditions.

An expansion of the General Chemical Company's research program developed an important place for Genicide in peach spray schedules for control of Oriental fruit moth. Heretofore, this insect had defied all attempts at chemical control despite 20 years of investigational work. Experiment records show that the application of 3 Genicide sprays resulted in an average increase of 25% in clean fruit as compared with the best of other spray blocks. And an average increase of 35% over blocks that were untreated for Oriental fruit moth.



GENICIDE'S "Stand-Out" performance in five years of orchard tests verified by growers' results... further establishes these *unequalled advantages:*

1. Quick kill—protects against stings as well as entries—outstanding reductions in percentages of "stung" fruit.
2. Solves the residue problem.
3. Safe for the trees.
4. Does not interfere with soil productiveness or the growing of cover crops.
5. New low dosage reduces cost in the spray tank.

GENICIDE proves answer to long-unsolved problem of peach growers. Provides effective and thoroughly practical protection for fruit. Offers these important benefits:

1. Control of Oriental fruit moth not equalled by any other insecticide known.
2. Non-poisonous to humans and domestic animals.
3. Safe for the trees.
4. Spray protection that pays dividends in increased crop returns.

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It will pay you to get the full story *on* GENICIDE.
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40 RECTOR STREET, NEW YORK, N. Y.

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Pacific Coast Sales Offices: San Francisco • Los Angeles
Pacific Northwest Sales Offices: Wenatchee (Wash.) • Yakima (Wash.)
In Canada: The Nichols Chemical Co., Ltd. • Montreal • Toronto • Vancouver

Offices as they are opened up, and give them as much crop information as possible. I want you to know also, that the Army, and we civilians whose advice the Army has sought, will always welcome any suggestions that you can give us on ways to get food to the soldiers economically and efficiently.

Perhaps even more important than these specific ways of cooperation, we earnestly seek your generous aid in service, and support. The produce industry is in a wonderful position to serve the country—your country—by seeing that Uncle Sam's soldiers get all of the fresh fruits and vegetables they need and that they get full value for every dollar spent for them under the National Defense program.

If you pitch in and help with every ounce of effort, we can move 30% more fresh fruits and vegetables than we could without an efficient purchasing and distribution system and without your help. If you do this, you will be serving your own interests directly. Also, you'll be helping the industry from which you get your livelihood, and the free country to which you owe your whole way of living. In addition, you will help the producers among you and those upon whom you depend for a source of supply. You'll find that this will be a real satisfaction.

Not only will you be able to throw out your chest for the immediate job done; you'll be able to say: "I have lived up to the standard set by the fathers of this country who fought in the modern way so that my children will inherit a free and decent country in which to live."

From "Appleland News," March, 1941.

Editor's Note—The following Quartermaster Market Centers are located in the Maryland, West Virginia, Virginia and Pennsylvania region:

Address	*Officer in Charge*	*Marketing Specialist*	*Camps Served*
101 Keyser Bldg., Calvert & Redwood Sts., Baltimore, Md.	P. S. Thompson, 2nd Lieut., Inf.	Sherwood Cox	Fort Meade, Md. Edgewood Arsenal,, Md. Aberdeen Proving Grounds, Md.
		G. C. Miley buying	for Fort Belvoir, Va.
Rooms 211 & 212 Produce Bldg., Second & Dock Sts., Philadelphia, Pa.	J. M. McNulty 2nd Lieut., Q.M.C.	Reginald Hart H. V. Abel	Fort Dix, N. J. Indiantown Gap, Pa. Harbor Defenses of Delaware.
Rooms 517-520 Board of Trade Bldg., 304 E. Plume St., Norfolk, Va.	T. N. Gerreald 2nd Lieut., Inf.	E. K. Woodland	Camp Lee, Va. Fort Eustis, Va. Langley Field, Va. Harbor Defenses, Chesapeake Bay

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Do you read the ads? Look over them carefully. Remember that our advertisers spend their money to bring their products to your attention. Every product advertised in Maryland Fruit Grower is reliable and is "backed up" by companies with years of experience. Their products are thoroughly tested before they are offered for sale. Show your appreciation of quality products, and in so doing you will be encouraging the continued patronage of our advertisers who greatly contribute to the continuation of this publication.

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Richmond, Calif. Elizabeth, N. J.

FORBIDDEN OR FORGOTTEN?

In the account of Adam and Eve in the Garden of Eden, we are told that there was one tree, the fruit of which they were forbidden to touch. We are led to believe that it was an apple or some similar fruit. We are thankful that as history has been made, our country has evolved, and we have millions of apple trees in our land with no curbs on the number of these fruits we may consume, unless it be the limits of the human stomach.

It is needless to go into the facts that have reduced apple consumption, for these have been given plenty of consideration. We are now embarked on an ever-expanding advertising plan to publicize apples. We have spent a lot of money on publicity and the returns seem to justify this expenditure. Several States are now making grower-support of these advertising plans compulsory by law. Apples are now among our "surplus crops," and the Surplus Marketing Administration has eased the load of loss in the past few years, and growers are cleaning house through tree removal.

We are now engaged in a plan of national defense, although the American people don't seem to realize its importance to the continued security of our country. In calling up the younger men for selective service, it was found that an alarming number of these young fellows have physical defects largely due to improper diet. As a result the health and nutrition of the American family are now being considered as a national problem. Queer as it seems, we are partly starving in a land of plenty, because the fruits and vegetables which God gave us are not as favorably received as the doped-up, bleached, super-charged, panty-waist, fancy-packed concoctions of prepared foods that man gives us. The reason? Heavy advertising and possibly less work for the housewife in preparation of these "foods."

The call for better nutrition has gone out. Plans are being made to call a national conference to consider what to do and how to do it. Where will apples come into this conference? Well, we have real hope for favorable consideration. This did not "just happen." For some time, representatives of the various apple advertising organizations, as well as those from the national organizations interested in the welfare of apple growers, have visited Washington, consulted with various officials in several divisions and bureaus of the Government, stating the case of the apple and its place as a food in this better diet. They have found these officials very sympathetic, and we feel assured of their cooperation in the apple program.

From some source, we hear that apples do not possess superiority in any one vitamin, and that our pride in the healthful properties of apples is not supported by enough research data and scientific evidence. There are some vitamins in apples. One accurate source of information shows that a 100 calorie sample (5.6 oz.) of fresh Stayman Winesap apple contains approximately 118 units of Vitamin A, 40 units of Vitamin B, 16 units of Vitamin C, and 32 units of Vitamin G. These amounts will vary with maturity, variety and season of the apples tested. But why go so strong for vitamins in everything? We can't live on those things alone. We know that apples have a tonic effect upon the digestive tract in absorbing toxins, poisons, and in laxative effect. Grandpa maybe didn't know what an orange was like but he knew apples and ate plenty of them. For generations, babies have been given scraped apple, and now we find apple powder being used in large amounts in treating the ailments of infants. Apples contain minerals, also, and they have a cleansing effect upon the teeth. They possess many other

beneficial powers, and on top of it all, they are doggone good to eat.

Dr. Josiah Oldfield, Senior Medical Officer of a great London Hospital and one of England's foremost food experts, said, "English stamina, courage, endurance and heart for the war depend on complete nerve nutrition. Apples, lemons and oranges are immeasureably the most important fruits which are nerve foods and without the presence of whose salts, physiological frunctions will fail. It will be a grave risk to England if her supply of apples is cut off because they are superior to either oranges or lemons and cannot be replaced by any other fruit. The most important fruit to be imported is apples. Were I food controller of Germany and allowed the choice of free import of food from November to April, I should select the apple."

With all these facts, backed up by human experience and a lot of scientific data that will be assembled, we are in a good position to have apples included in the nutritional program. We are growing apples to try to make a living, but we are also interested in having the American people use our year-round tonic, all done up in sanitary red or yellow packages. We want to have our part in a healthy America.

"Appleland News" stated the case very well in the following lines:

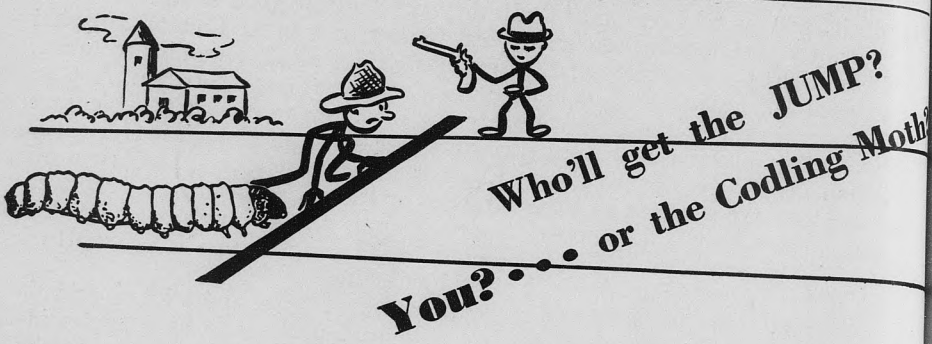
If your stomach's on the bum,
Eat an apple.
If you're feeling sour and glum,
Eat an apple.
If most pleasure you're denied,
Get this truth beneath your hide:
Let your darned old troubles slide,
Eat an apple.
If you're young or if you're old,
Eat an apple.
If your hair is gray or gold,
Eat an apple.
If you're short or if you're tall,
If you're large or if you're small,
If you're on this earth at all,
Eat an apple.

HAIL INSURANCE

When you hear those hail-stones bouncing off the roof and that cold sweat comes out on your forehead, it is a great sensation to feel that there's hail insurance on the crop. Look over the hail insurance ad. Send in the coupon. It costs the price of a post card and carries no obligation. Our advertisers like to know that you read the ads, and we like to have them feel that their advertising is worth while. Do it now.

APPLE JUICE STANDARDS

According to the Rural New Yorker, April 19, 1941, Australia has set up apple juice standards through its Apple and Pear Board. By cooperation of the Council for Scientific and Industrial Research, all apple juices submitted are examined and if found worthy, the manufacturers of the juice are issued seals certifying that the juice is approved. Publicity is being undertaken to acquaint the public with the value of any products bearing the seal. Occasional check-ups are made and if the product is not up to standard, the seals are taken back.



Y O U . . . You're going to be the winner in the race against time this year because you're going to be armed with a new and more lethal weapon than ever before.

D-X plus ARSENATE OF LEAD

You can get the jump on the codling moth, and you don't even have to set aside your regular spray program. You put Pratt's plan to work with the two sprays listed below. Be sure to follow these instructions, because that's the power in the punch.

FIRST

Add 1½ pints D-X per 100 gals. to your regular lead and fungicide spray, timed at the peak of the first brood moth emerence (50% emerged). Omit lime.

SECOND

Apply 1½ pints D-X and 3 lbs. arsenate of lead, alone, (per 100 gals.) at the peak of the larvae hatch, about 10 days later.

In a very few days the month will be 50% emerged. Consult your County Agent, now, for the exact time for your orchard. Whether your infestation is heavy or light, this D-X program will make your job easier.

If you haven't already obtained your D-X, write us care of Department "F."

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